

**REMARKS**

In response to the Office Action mailed January 29, 2007, Applicant respectfully requests reconsideration. Claims 1-20 are pending in this application. Base Claims 1, 7, and 13, and Claim 19 have been amended above. Support for these amendments is found at least in specification page 2, lines 1-17, page 3, lines 3-6 and 23-26, page 4 lines 9-22, and Fig. 1 as originally filed. No new claims have been added. No new matter has been introduced. The application is believed to be in condition for allowance.

Claims 1-5, 7-11, and 13-17 have been rejected under 35 U.S.C. 102(e) as being anticipated by Uemura et al. (Publication No. 2003/0214534). Claims 6, 12, and 18 – 20 have been rejected under 35 U.S.C. 103(a) as being unpatentable over Uemura et al. (Publication No. 2003/0214534) in view of Brown et al. (Patent No. 7,046,254). Applicant responds in kind to these rejections as follows.

Applicants provide a method and system of communicating with a user of a display screen. The method entails proportionally decreasing brightness of a first area on the display screen and increasing the brightness of a second area on the display screen by a fixed amount. The first area and the second area are defined independently of contents of the display screen.

Uemura describes a method of displaying data items contained in personal information in a manner that is indicative of both the importance and the urgency of the data items. The data items are associated with an application program such as a calendar application or an electronic messaging application. A first visual cue is assigned to the data item based on an importance of the data item. The first visual cue may cause more important items to be displayed with increased size and less important items to be displayed with decreased size. A second visual cue is assigned to the data item based on an urgency of the data item. The second visual cue may cause more urgent items to be displayed in a first color and less important items to be displayed in a second color. The data item is displayed using the first and second visual cues to provide a visual indication as to both the importance and urgency of the data item. See Abstract and paragraph [0039].

Thus, Uemura describes controlling how data items contained in subject information for display by application programs are displayed. As stated on page 3 of the office action at hand,

the display area corresponds to a data item, wherein the data item, such as a calendar application program, occupies a display area of video display device. Uemura does not teach or suggest decreasing brightness of a first area and increasing the brightness of a second area on the display screen wherein “the first area and the second area are defined independently of contents of the display screen” as now claimed in base claims 1, 7, and 13. Rather, Uemura may change brightness based on the contents of the screen, i.e., the application program associated with the data item. Dependent claims 2 – 5, 8 – 11, and 14 – 17 inherit this patentable distinction from respective base claims 1, 7, and 13.

Similarly, Uemura in combination with Brown do not make obvious the present invention as now claimed in base claims 1, 7, and 13. Brown does not add to Uemura the decreasing brightness of a first area and increasing brightness of a second area on the display screen wherein “the first area and the second area are defined independently of contents of the display screen” as now claimed in these base claims. Dependent Claim 2 – 6 depend from Claim 1. Dependent Claims 8 – 12 depend from Claim 7. Dependent Claims 14 – 20 depend, directly or indirectly, from Claim 13. By virtue of their dependency, these claims (Claims 2 – 6, 8 – 12, and Claims 14 – 20) are also not made obvious by the cited references.

Thus the §§ 102 and 103 rejections of the Office Action at hand are believed to be overcome. Withdrawal of the rejections and acceptance of the claims as now amended is respectfully requested.

**CONCLUSION**

In view of the above amendments and remarks, it is believed that all claims are in condition for allowance, and it is respectfully requested that the application be passed to issue. If the Examiner feels that a telephone conference would expedite prosecution of this case, the Examiner is invited to call the undersigned.

Respectfully submitted,

HAMILTON, BROOK, SMITH & REYNOLDS, P.C.

By Mary Lou Wakimura  
Mary Lou Wakimura  
Registration No. 31,804  
Telephone: (978) 341-0036  
Facsimile: (978) 341-0136

Concord, MA 01742-9133

Date: 4/26/07